

### ABSTRACT

The present invention relates to methods and an oral care composition for topical, oral administration in a human or other animal comprising: a. from about 1% to about 40%, by weight of the composition, of a retentive agent selected from the group consisting of water soluble hydrophilic gums, water soluble hydrophilic polymers, and mixtures thereof, the retentive agent having the property of hydrating upon exposure to water or saliva resulting in the composition forming an intact hydrated mass to provide a Retention Index of about 1 to about 4; and b. a safe and effective amount of a topical, oral care carrier; wherein the composition is a non-cariogenic, chewable solid unit dosage form; and the composition comprises less than about 65% by weight of water insoluble particulates.

The present invention further relates to an oral care dentifrice composition comprising: a. from about 30% to about 65%, by weight of the composition, of a water insoluble, particulate retentive agent having a water solubility of less than about 1g/30g at 25°C; b. a safe and effective amount of an oral care active; c. a safe and effective amount of a surfactant; d. a safe and effective amount of a buffer; wherein the composition is a chewable dentifrice solid unit dosage form, is non-effervescent, non-cariogenic; and wherein the composition has a Retention Index of from about 1 to about 4.